

Local Auto Dealers Predict a Busy Season in Face of War Disturbance

DEFINITE FIELD EXISTS FOR CARS IN \$1,000 CLASS

Big Demand For Well Built Six-Cylinder Cars From Former Owners of Low Priced Machines—Saturation Point Is Imaginary Condition.

(By Hugh Chalmers.)

Probably the most important development of the automobile industry during the past few years, has been the gradual defining of price classifications among those manufacturers turning out a large volume of cars annually. It has been fairly well settled, for instance, that the four-cylinder car is destined to lead in the lowest priced field. And the sixes, eights and twelves have their markets almost as sharply defined.

Because the \$1,000 field offers the automobile manufacturer an opportunity to incorporate improved features of construction with quantity production, I believe the future of the car selling near that price to be already assured. When we pay \$25 or \$30 for a suit of clothes, we do not expect to obtain the quality of goods for which we pay \$50 or \$60. But as our worldly prospects increase, we gladly pay the difference to obtain long wearing qualities in our apparel.

For exactly the same reason, we know that the buyers of cars in the \$1,000 field are recruited to a great extent, each year, from former owners of cheap cars. From time to time we hear the pessimists haul out and dust off their little talk on the "point of saturation" in the automobile industry. To the men who have followed the automobile industry from its inception, this viewpoint appears ridiculous. In the first place, we must remember that the industry has been passing through a steady process of evolution for over ten years. Hundreds of thousands of automobiles have been turned out in that time, but I will venture to say that a big majority of cars now on the road are products of the past four years. Each succeeding year sees thousands of cars relegated to the scrap-heap. Which answers concisely the question, "What becomes of the old cars?"

We were not familiar in the early days with the heat-treating processes or the metal combinations which make for long life. If we had been, our first models would still be doing yeoman duty on city streets and country roads. This natural process of elimination has made room each season for a fresh crop of better motor cars, and the probabilities of over-production, it seems to me, are largely confined to the cheap car field.

Briefly, the most difficult problems in the automobile industry are what kind of car or cars to build, at what prices and how many. Due to the rapid development of the engineering end, changes in the automobile industry have been kaleidoscopic in the past. Severity of competition and caprices of public demand have caused changes of policy not always for the best. There was a time when automobiles

had but one cylinder, then two, three and four. When four first came out we often heard the remark that a four simply multiplied your troubles by four. Yet when fours were perfected, the old types were thrown away. To-day the four is practically relegated to the very low-priced cars or to racing creations. In the field selling around \$1,000, the six-cylinder car is pre-eminent. This is so not because manufacturers artificially stimulated a desire for this type of car, but because the demand for a smoother, more flexible motor already existed and the six demonstrated that it filled that demand.

Having decided upon the type and price car he intends to build, the manufacturer is at once confronted with cost of manufacture. The Chalmers company was one of the first to concern to realize that manufacturing from the raw material was the only plan by which the middlemen's profits could be eliminated from the selling price of the car.

We have for a long time manufactured the big majority of parts for the Chalmers cars under our own roof. But during the coming year we plan to still further increase our activities along this line. Operations are under way whereby we will operate our own drop-forging shop, painting and trimming departments and several other important branches of our business now being taken care of by outside concerns.

GEN. JOSE LECHUGA BUYS A HUDSON

General Jose Lechuga, millionaire sportsman of Mexico City, ventured an opinion that he had to underwrite at \$20,000 during the April motor racing carnival at La Condessa track.

The general bet \$20,000 on his Fiat against the Hudson Super-Six independent entry, backed by Philip Laury. The Super-Six a week previous had cast a tire in the fourth lap of a thirty-lap race, and running on the naked rim retained the lead until the last lap, when an accident forced it from the race. The bet resulted.

The following Saturday the Super-Six and the Fiat were entered in a race with a Packard, Peerless, Lancia and Hispano Suiza. Amaury Munoz drove the Super-Six. He won in 51 minutes 17.35 seconds. The Fiat was second in 54 minutes and 29 seconds. Lechuga purchased a Hudson car.

BOY SCOUTS TO BE DRILLED IN AUTO REPAIRING FREE

"Madam, allow me to adjust the carburetor."

"Please, miss, can't I help you start your engine?"

"Permit me to change your tire for you, lady."

These and similar expressions of friendly aid and service will be heard from the lips of young boys and older lads, whenever a feminine autoist is in trouble, if the plan for organizing the Boy Scouts of Motoring, as suggested by Andy Baldwin, who represents the Mitchell car at Los Angeles, is carried through, and events since the plan was first announced make it appear as if it would.

Baldwin's idea has spread everywhere through the east, and renewed interest is being taken in it, especially since war was declared by congress, and received back a dispatch of congratulation.

The plan is to start a school in each city, where the youngsters will be drilled in emergency auto repairing. They will receive instruction free, and classes will be formed as soon as sufficient enrollment is reached. It will be a component part of the Boy Scouts of America, which with war is being more securely organized. If the classes are not too large they will meet at each Mitchell dealer's place. There will be three courses, an elementary course, a high school course, and a college course, taught by lectures by prominent automobile men, and by actual demonstration. From the mental task of changing a tire to the intricate work of assembling an entire motor, will be the range of instruction.

The first series of lessons will be given primarily for the members of the local Boy Scouts troops. The scouts will be expected to offer first aid to any stranded motorist, and are to serve entirely without compensation. The officers will be chosen according to the marks received by the scouts after their final examinations at the conclusion of each course, and honor medals will be offered those who show exceptional brilliancy as emergency automobile engineers.

FOOD GAMBLERS ARE DENOUNCED

Men of Wealth Are Fighting Against Government Control of Food Supplies.

WASHINGTON, May 11.—Sensational charges that a lobby of "food gamblers, some of them men of immense wealth," already is at work in Washington seeking to defeat the administration food control bills, were made tonight in a formal statement by Assistant Secretary Vrooman of the department of agriculture.

"Allies of the kaiser—unpatriotic and disloyal—who should be made to feel the loathing and contempt of every patriotic American," are some of the characterizations applied by Mr. Vrooman to "food speculators, food cornerers and food gamblers," who, he promises, will in time be touched by appropriate legislation.

Secretary Vrooman's statement follows: "Never in the history of the world have business men shown as much patriotism and unselfishness as has been manifested since the war began by the business men of America. An overwhelming majority of them have been as ready to place their business and their wealth at the disposal of the federal government in this crisis as the young men who have been to do the actual fighting.

Attitude Not Universal "However, this attitude has not been universal. There are food speculators, food cornerers, and food gamblers, some of them men of immense wealth, and others of very small means, who are today taking advantage of war conditions to exploit their fellow citizens to the full extent of their ability. These men are allies of the kaiser and are doing their utmost to defeat the patriotic purposes of the nation. Wherever they are seen, in high places or in low, they should be condemned and made to feel the loathing and contempt of every patriotic American.

These men will be taken care of in due time by national, state and municipal legislation, but until such legislation can be enacted the only effective power that can be brought against them is the power of an outraged public sentiment and that should be used vigorously and mercilessly.

Conducting Lobby "I am told that some of these men are actually in Washington today, conducting a lobby against the request of President Wilson that congress empower him and his cabinet to take the necessary means to mobilize the agricultural resources of this nation for victory. They are urging every species, theoretical and imaginary argument against the granting of war powers to the president and his cabinet, and they are at present directing their principal attack against the laws which have been introduced by the agricultural committee of the house with a view to putting the department of agriculture on a war basis. That step should have been taken several weeks ago. The bills now before congress were drawn up after the department of agriculture had consulted with every agricultural college in the United States, with every state department of agriculture, with every agricultural paper or magazine, and with experts familiar with the experience of Europe during the past three years. The additional powers asked for are powers which are possessed by the governments of every European nation now at war. They have been determined to be absolutely essential war powers.

"The unpatriotic and disloyal lobby that is trying to defeat the determination of congress and of the people of this country to put the agricultural resources of the nation on an efficiency basis in this crisis should be

HORSE RESERVES

(By C. Wilkes Hallock.)

THE PLOW HORSE SPEAKS TO HIS TEAM-MATE: "It's lazy days for ours henceforth, I guess."

We've lost our job—but we ain't worried none; For thirteen years we've labored, more or less, And now they say our useful days are done!

An' mebbe so; but you and I well know It ain't because we couldn't stand the goin'.

For several years to come, if master chose To keep us workin' for our oats an' chaff!

"Pursuit of progress" master designs The reason for retirin' us away:

Which sounds momentous, as I calculate, But don't mean nothin' be that as it may!

By all the overt acts I've figured out, An' all the signs portendin' on the ground,

It looks as if the master is about To put a flivver-tractor in our place!

First it was horseless carriages, an' then 'Twas taxicabs an' fire trucks, an' now 'Tis motor tractors for the farmer-men.

To take the place of hoeses at the plow!

Which is the cause of why we are retired;

"Pursuit of progress," the master 'lows, Which is a way of sayin' we are fired.

To be replaced by motor tractor plows!

So now, ol' hoss, our useful days is done, Though thirteen years we've labored, more or less;

We've lost our job—but we should worry none! We'll look care of for a spell, I guess!

For spite of "greater speed," "low cost" an' such These motor plows is s'posed to give, he'll see

That KICKS and CUSS WORDS won't move MOTORS much—

An' we'll be kept here for EMERGENCY!

BANQUET GIVEN WAR MISSIONS

One of Most Brilliant Socials in History of the United States.

NEW YORK, May 11.—One of the most brilliant banquets in the history of America was given here tonight in honor of the British and French war missions to the United States.

The guests included Arthur James Balfour, British foreign minister; Rene Viviani, French minister of justice; Marshal Joffre, and two former presidents of the United States—Theodore Roosevelt and William Howard Taft.

The distinguished representatives of America's allies in the war against Germany arrived at the Waldorf-Astoria in one party. The streets on all sides of the hotel were literally packed with men and women eager to pay their respects to the city's guests.

Outlined in electric lights upon the front of the hotel were the flags of the three nations represented, while far up and down famed Fifth avenue double rows of street lamps, gleaming through golden globes, brought out a sea of flags floating over parallel lines of patriotic citizens who jammed the sidewalks on both sides for a mile and a half.

Brief Reception Held. The members of the mission were escorted to the great ballroom, where a brief reception was held, and then to the grand banquet hall, which has been the scene of many brilliant assemblies.

They entered in the following order: Mr. Balfour and Mayor John Purroy Mitchell.

Mr. Viviani and Governor Whitman. Marshal Joffre and United States Senator Calder.

Sir Cecil Spring-Rice, the British ambassador, and Colonel Roosevelt.

Jules Jusserand, the French ambassador, and Mr. Taft.

Sir Thomas White, finance minister of Canada, and Joseph H. Choate, former ambassador to Great Britain.

Vice Admiral Chevreton of the French navy and Frank L. Polk, counselor of the state department.

Rear Admiral Sir Dudley R. S. De Chair of the British navy and Dr. Nicholas Murray Butler, president of Columbia university.

The Marquis de Chairbrum and Rear Admiral Nathaniel R. Usher, commander of the New York navy yard.

Lieutenant General Bridges of the British army, and Major General Leonard Wood, commander of the department of the southeast.

Lord Cunliffe, governor of the Bank of England, Sir Eric Drummond, M. Hovelague, French inspector general of education, Charles Clive Bayler, British consul general in New York, and the other members of the mission.

See the New Plaza Apts.

Two-room apartments equipped as there are with disappearing beds, gas ranges and refrigerators are equal to the ordinary three or four room flats. The price is from \$18 to \$30 per month, including light, gas, heat, etc.—Advertisement.

made to feel the condemnation of every real American.

CADILLAC EIGHT PASSES JAPANESE ARMY TEST

The Japanese are noted for their thoroughness; also for their craftiness. Both traits were in evidence in a recent test of motor cars made by the army and in which the Cadillac Eight was the only make able to comply with all conditions.

The army desired to make a purchase of motor cars and invited five Tokyo representatives of American cars to a competitive demonstration. Each dealer was required to give his demonstration, and when all had finished, the officers in charge asked each one to haul a nearby gun up a grade which was by no means an easy one.

Three of the dealers declined to compete, admitting that their cars were not equal to the task, the gun weighing two and a half tons. The fourth dealer with a six hauled the gun a few feet, when there was a loud crack from the frame of the car, and the dealer retired from the contest in disgrace.

The Cadillac was then attached to the gun, got it under way in low gear, shifted to second and dragged the gun up the grade.

Confidence Big Need of Most Women Drivers

"From my own experience, and the experience of other women to whom I have talked about the same subject, I believe the most difficult thing a woman has to overcome in learning to drive a car is not to be afraid of being afraid," said a fair motorist of Denver.

"Probably this sounds a little complicated," she continued, "and an easier way to say it would be that women as a whole, I believe, lack confidence in themselves to handle the unexpected, should the unexpected occur."

"A lot has been said about driving. Much advice has been offered as to what to do and what not to do. I believe that good driving is simply a state of mind and that as soon as anyone discovers how easy it is to handle a car and how near an impossibility it is for an emergency to arise that cannot be met with little effort, when the simple mechanism of the modern car is mastered, she has learned about all there is to know in order to drive a car.

"Of course, one might know what to do under practically all conditions and still not do it. Here is where lots of women fail as good drivers; their fear of doing the wrong thing is so great that they do nothing at all."

CHIROPRACTORS ARE TO MEET IN OGDEN NEXT WEEK

The People's Chiropractic Protective association will hold a big meeting next week. Here is where the newly formed associations in Salt Lake City and Logan will be in attendance; also the chiropractors from all over the state are expected to attend.

A banquet to the visiting committee members and the chiropractors will be given by the Ogdan committee at the Weber club.

The regular monthly meeting of the Ogdan association will be held the same evening at the city hall.

NEW GAME LAW HAS CASH BOUNTY ON JACKRABBITS

Utah's new game law, effective May 8, places a cash bounty of three cents each on ground squirrels and gophers and five cents on jack rabbits. "We will pay cash on delivery," said County Clerk Charles M. Ramey today, "and we want all boys and men to know of this offer."

"Hunters should bring, intact, the heads of ground squirrels and gophers and the scalp of the jack rabbit with the ears attached."

"This offer is for Americans only. Aliens are not allowed to hunt and fish in Utah. The privilege is exclusively for citizens of Utah, or of the United States."

"The season for jack rabbits is open the year round, without license."

REV. G. B. VASBURG TO LECTURE HERE

The Rev. George Bedell Vasburg, D. D., of the University of Denver, is to lecture in Ogdan at the First Methodist-Episcopal church May 24 and 25. The aim of the lectureship is the dissemination of knowledge, dealing with vital problems of twentieth century civilization in a strong yet pleasing manner.

The lectures are illustrated by beautiful and most unusual photographs gathered from all parts of the globe, which represent a very large expenditure of time and money and much travel and study on the part of Dr. Vasburg, and each slide has been colored under the personal supervision of the lecturer and is an artistic gem. The lectures will be free.



SENSIBLE SIX

Before you decide on a car this spring see the Six that is Sensible because of its strength and light weight. It weighs but 2150 pounds, yet is a big, powerful, easy-riding car—strongly built for hardest service.

Sensible because it is powerful. The valve-in-head motor develops 41 h. p. at 2500 r. p. m.—one horse power to every 53 pounds of car weight. There's plenty of power for hardest pulling.

Sensible because it is over-tired. The big, 32x4-inch tires mean ease of riding and most miles per dollar.

Sensible because it is big. 112-inch wheelbase; the seats are wide and deep; leg room is ample, both in tonneau and driving compartment. Every measurement means comfort and service.

Sensible because it is easy-riding. Long semi-elliptic springs—51-inch in rear—over-size tires, ample wheelbase—all give the Sensible Six an improved road action that wins the praise of owners everywhere.

Sensible because it has made good in the hands of owners. The Sensible Six is a continuation and an improvement of the famous Model 32, which is being used today by more than 35,000 highly satisfied owners, on country roads and city streets.

Sensible because of its economy. Average drivers are getting from 18 to 25 miles per gallon. The efficient valve-in-head motor uses less gasoline and oil than other motors of its size.

Sensible because of its price—only \$975 Delivered. With surplus power, plenty of room, ease of riding, beauty of line, and finish, high-class equipment, it gives you the maximum of motor car value at a sensible price. In buying the Sensible Six you can feel now and later that you have made a wise investment.

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CADILLAC CO. OF OGDEN
CADILLAC AND OAKLAND PLEASURE CARS
FEDERAL-COMMERCE TRUCKS, TROY TRAILERS,
AVERY TRACTORS. UNITED STATES TIRES.
No. 432 25th Street. Phone No. 387.

THE SPOT LIGHT FOR AUTOS

Ogdan automobilists are purchasing electric spotlights for their motor cars, the spirit of patriotism stimulating this feature of auto sundry business, according to Manager Larson of the Buckle Electric company.

These little lights are being found not only convenient for traveling at night, adding special light that can be used in conjunction with the usual auto lights, but they also are being extensively used to illuminate flags placed on the radiators of the motor cars.

"Automobile accessories are much in demand now," said Manager Larson today, "showing that auto owners are planning to get the maximum amount of use and pleasure from their machines this year."

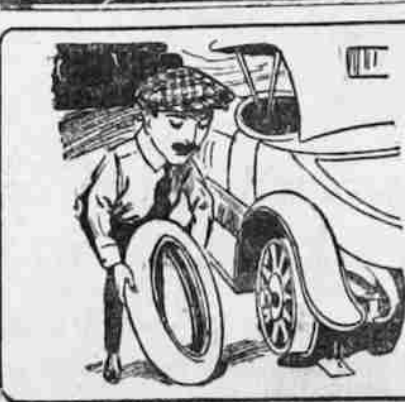
CARRIERS FORM A HOME GUARD

At a meeting last night the Standard carriers decided to organize a Standard carriers' home guard. The boys, with the permission from the proper authorities, will drill at the armory once each week under the instruction of M. H. Brandon.

After their meeting the boys were guests of Mr. Steck at the Cozy theatre and enjoyed the happy stunts of Charlie Chaplin.

TROUBLE ENTIRELY DISAPPEARED.

Fathers and mothers worry over a child with a chronic cough. Knudt Lee, Wannaska, Minn., writes: "For several years my daughter had a bad chronic cough. Every time she caught a little cold, it aggravated the trouble. We tried many medicines, but not until we tried Foley's Honey and Tar did anything produce any great relief. In a few days the trouble entirely disappeared and has never returned." Foley's Honey and Tar for coughs, colds, croup, whooping cough.—A. R. McIntyre Drug Co.—Advertisement.



THE WHITE TRUCK TAKEN BY KING-8

The King-Eight Auto company of this city has taken over the White motor truck, discarding the Kelly line of trucks. Manager Knowlden states that the truck is among the best on the market and the prospects are that a good many of them will be placed in Ogdan during the season.

The White truck of over two tons capacity is chain-driven and the manufacturers say the chain will be used until such time as some other form of final drive of greater efficiency shall have been developed. In its present stage of development, the worm drive will not be used on the White trucks.

NOTICE
I hereby give notice that on and after this date I will not be responsible for any debts contracted other than by myself.
(Signed) LESTER J. HILL.

Cleaning Reservoir—Commissioner Miles L. Jones is directing the cleaning of the big city reservoir, having completed repairs of the smaller one. The green scum which forms on the sides of the reservoir will be completely removed.

It is high time you got busy with a little want ad if you expect to rent your house or room this spring. Every day means money. Act now. Call 56.

In looking for a house the easiest way is always to look at the want ads—Standard ads for results—Phone 56.

Some of the nicest people in Ogdan live in furnished rooms. Some one is always thinking of moving. Tell them in a nice attractive way what you have. A want ad will do it, and you will be so much ahead in your rent.

Show Your Colors Day or Night

Every patriotic American desires to show his colors now, to show that he stands for American freedom in this terrible conflict of nations. Some automobilists have found that a most pleasing way of showing their colors is to place them on the radiator of their cars. And now the use of an electric spotlight, such as is sold by the Buckle Electric Company, affords light, such as is sold, by the way, to show the colors at night. You'll find an assortment of sizes at various prices at the

Buckle Electric Co.

Phone 973

314 25th St.